
USC Norris Cancer Hospital Implementation Strategy

FY2023-2025



USC Norris Cancer Hospital
Keck Medicine of **USC**

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INTRODUCTION

USC Norris Cancer Hospital is a 60-bed inpatient facility providing acute and critical care. It is one of only a few facilities in Southern California built exclusively for cancer research and patient care. USC Norris focuses on 13 key areas of cancer treatment: breast cancer, gastrointestinal cancer, genetic counseling, gynecological cancers, health and neck cancers, hematology, lung cancer, melanoma, neuro-oncology, radiation oncology, sarcoma, skin cancer and urologic oncology.

In FY22, USC Norris Cancer Hospital conducted a Community Health Needs Assessment (CHNA) in partnership with Keck Hospital of USC to assess the significant health needs for the hospital service area. The CHNA and the resulting Implementation Strategy identify and address significant community health needs and help guide the hospital's community health improvement programs and community benefit activities, as well as its collaborative efforts with other organizations that share a mission to improve health. This Implementation Strategy outlines how USC Norris Cancer Hospital plans to address the significant health needs identified by the CHNA.

REPORT ADOPTION, AVAILABILITY AND COMMENTS

The hospital's Implementation Strategy was approved by the Keck Medical Center governing board on April 28, 2022. The CHNA and the Implementation Strategy are widely available to the public on the hospital's web site:

<https://www.keckmedicine.org/community-benefit>. Written comments on this report can be submitted to BenefitandOutreach@med.usc.edu.

SIGNIFICANT HEALTH NEEDS THE HOSPITAL WILL ADDRESS

This Implementation Strategy details how USC Norris Cancer Hospital plans to address the significant health needs identified in the 2022 CHNA. The hospital plans to build on previous CHNA efforts and existing initiatives, while also considering new strategies and efforts to improve health.

USC Norris Cancer Hospital will address: access to cancer care and treatment, mental health and preventive practices through a commitment of community benefit programs and charitable resources. For each health need the hospital plans to address, the Implementation Strategy describes: actions the hospital intends to take, including programs and resources it plans to commit, the anticipated impacts of these actions, and planned collaboration to address the health needs.

ACCESS TO CANCER CARE AND TREATMENT

USC Norris Cancer Hospital will address access to cancer care and treatment by taking the following actions:

- The hospital will offer health education and outreach to the greater Los Angeles community.
- The Patient Perspective series will showcase the exceptional work of artists diagnosed with cancer and provide opportunities for patients to share their stories as cancer survivors to other patients, families, staff and faculty.
- Provide support groups for persons experiencing cancer and their caregivers.
- Norris Cancer Hospital's Annual Festival of Life will increase awareness of cancer survivorship. The Festival will host leading cancer organizations and support groups to promote health education on a variety of topics related to health and wellness, cancer management, healthy eating, and physical activity.
- The Image Enhancement Center at USC Norris Cancer Hospital will assist with appearance and body image issues for men and women as a result of cancer treatment. Services are open to the community and include mastectomy prosthesis fittings.
- Host health/wellness fairs, including screenings at the Mariachi Festival, Skid Row Carnival of Love, Taste of Soul and Adolescent and Young Adult ZooPendous.
- Design and implement strategies to foster a welcoming environment for LGBTQ community members facing cancer care and treatment.
- Provide grant funding and in-kind support to encourage cancer prevention and treatment.

Anticipated Impact

USC Norris Cancer Hospital will conduct the above referenced strategies with the overarching goal in mind to reduce the impact of cancer on health and increase the focus on early detection, prevention and treatment education.

USC Norris Cancer Hospital anticipates the following impact from these efforts:

- Increase the identification and treatment of cancer.
- Improve cancer detection by increasing public awareness and adherence to cancer prevention and early detection recommendations.
- Increase the availability of cancer care and supportive resources for individuals with cancer and their families.

Collaboration

To address access to cancer care and treatment, USC Norris Cancer Hospital plans to collaborate with:

- Leukemia & Lymphoma Society
- GO2 Foundation for Lung Cancer
- Cancer Support Community
- USC Norris Comprehensive Cancer Center

MENTAL HEALTH

USC Norris Cancer Hospital will address mental health by taking the following actions:

- In collaboration with the Street Medicine program at Keck School of Medicine of USC, USC Norris Cancer Hospital will address the circumstances that undermine the mental, and emotional well-being of the community's homeless population.
- Offer community health education, community lectures, presentations and workshops.
- Ensure equitable and inclusive care of lesbian, bisexual, transgender and queer (LGBTQ) community members facing mental health issues and concerns.
- Support collaborative efforts that support access to mental health including partnering with the Department of Psychiatry for continuous care.
- Increase community awareness of prevention efforts and availability of resources to address mental health concerns.
- Provide grant funding and in-kind support to increase mental health awareness and access to care.

Anticipated Impact

USC Norris Cancer will conduct the above referenced strategies with the overarching goal in mind to increase access to mental health services.

USC Norris Cancer anticipates the following impact from these efforts:

- Increased availability of mental health services in community settings.
- Improved screening and identification of mental health needs.
- Increased availability of nondiscriminatory patient-centered mental health care.
- Improved mental health care coordination among health care providers and community resources and programs.

Collaboration

To address mental health, USC Norris Cancer Hospital plans to collaborate with:

- Creative Wellness Institute
- Los Angeles Zoo
- Proyecto Pastoral

PREVENTIVE PRACTICES

USC Norris Cancer Hospital will address preventive practices by taking the following actions:

- Host health and wellness fairs, including screenings at the Mariachi Festival, Skid Row Carnival of Love, and Taste of Soul.
- Provide education and resources focused on healthy living and disease prevention.
- Provide COVID-19 vaccines.
- Increase access to specialty care through telehealth screening services in partnership with safety net clinics and hospitals in the Los Angeles Region through the California Telemedicine Network.
- Ensure staff members are equipped with the skills and knowledge to provide nondiscriminatory patient-centered preventive care.
- Provide grant funding and in-kind support to increase preventive health services.

Anticipated Impact

USC Norris Cancer Hospital will conduct the above referenced strategies with the overarching goal in mind to improve community health through preventive practices.

USC Norris Cancer Hospital anticipates the following impact from these efforts:

- Increase availability and access to preventive care services.
- Increase compliance with preventive care recommendations (screenings, immunizations, lifestyle and behavior changes).

Collaboration

To address preventive practices, USC Norris Cancer Hospital plans to collaborate with:

- American Heart Association
- California Telemedicine Network
- Carnival of Love
- Guadalupe Homeless Project
- Proyecto Pastoral
- YMCA of Metropolitan Los Angeles

EVALUATION OF IMPACT

USC Norris Cancer Hospital will monitor and evaluate the programs and activities outlined above. The hospital anticipates the actions taken to address significant health needs will improve health knowledge, behaviors, and status, increase access to care, and help support good health. The hospital is committed to monitoring key initiatives to assess impact and has implemented a system to track the implementation of the

activities. Reporting processes include the collection and documentation of tracking measures, such as the number of people reached/served and collaborative efforts to address health needs. Through our grants program, community partners track and report program outcomes. An evaluation of the impact of the hospital's actions to address these significant health needs will be reported in the next scheduled CHNA.

NEEDS THE HOSPITAL WILL NOT ADDRESS

Taking existing hospital and community resources into consideration, USC Norris Cancer Hospital will not directly address the remaining health needs identified in the CHNA: chronic diseases, economic insecurity, food insecurity, housing and homelessness, overweight and obesity, STIs/HIV/AIDS, substance use and violence and injury. USC Norris Cancer Hospital has chosen to concentrate on those health needs that can most effectively be addressed given the organization's areas of focus and expertise.